

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Students often have struggle to speak naturally because, in the process of obtained speaking skills, particularly in public speaking, the focus has traditionally been on the more prominent or seemingly exceptional moments of human interaction. This emphasis tends to overlook the importance of connecting these skills to everyday life and experiences.

Allah SWT, in holy Qur'an said that good communication in surah (Al-Ahzab: 70-71):

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا ٧٠

يُصْلِحْ لَكُمْ أَعْمَالَكُمْ وَيَغْفِرْ لَكُمْ ذُنُوبَكُمْ وَمَنْ يُطِيعِ اللَّهَ وَرَسُولَهُ فَقَدْ فَازَ فَوْزًا

عَظِيمًا ٧١

This is about how communication concerns human social contact in society. This revolves around the intricacies of human social interaction within society, encompassing variations in contact and behavior. Additionally, a crucial aspect requiring consideration is the communication process.

Speaking is a vital technique for interpersonal communication. Speaking ability is crucial for effective communication. Speaking fluency is necessary not just in our native tongue but also when utilizing a foreign

language (Crisianita & Mandasari, 2022). Speaking proficiency is valued in non-English majors just as highly as other language proficiency. Students who are from other departments compared to English concur that speaking abilities are crucial. In studies concerning the reasons why students in non-English departments study English (Setiawan & Pranowo, 2022)

In the current era, technology is not only an advanced instrument but it can also help students to be more creative in arousing the passion of their more modern learning styles (Saufi, 2021). This is especially true for English language education students in Antasari State Islamic University Banjarmasin (UIN Antasari) as a role model as well as participants, who must possess not only basic speaking and grammar skills but also the encouragement and motivation to pursue their passion for learning. Anything that is employed in the educational process to pique students' interests, sentiments, and thoughts is considered learning media. English vlog content is one type of learning media that can be used in an online course to enhance speaking abilities.

To enhance students' speaking skills, a targeted approach involves the integration of technological innovations. In this instance, students are introduced to Vlogs and YouTube channels. This study focuses on exploring the impact of incorporating Vlogs into the development of speaking skills. Vlogs are selected for their ability to provide diverse experiences to students. They amalgamate video, audio, images, text, informative content, engaging delivery methods, expressions, and emotions, all encapsulated in a single video shared

on a YouTube channel (Mandasari & Aminatun, 2020). Viewing English vlogs with English subtitles could aid students in honing their speaking abilities and broadening their vocabulary. English encompasses a vast lexicon spoken in various accents. As students translate words heard in texts into sentences, phrases, idioms, and expressions, they enhance their ability to comprehend and articulate them (Ikhlasa & Suryadi, 2022).

Watching English vlogs is quite an effective method to improve fluency and increase students' confidence in speaking. Although you have to focus when listening to videos from native speakers, it is very important for students to be actively involved in practicing English and expressing themselves. By watching English vlogs students can get ideas, demonstrate their understanding, and interact with pronounce and themselves. This significantly provides many opportunities for students to develop their speaking skills (Mohammed & Ahmed, 2023).

English media stands among the various forms of educational information available in this medium. The acquisition of knowledge in a visually engaging format is easily achievable. A fantastic method to ensure that students, particularly those in the learning phase, retain the information being taught is to incorporate captivating visuals and illustrations into the teacher's presentations (Ikhlasa & Suryadi, 2022). This research focused on exploring how English video vlogs affect in UIN Antasari students' speaking abilities.

This population in Indonesia has grown more reliant on technology. The purpose of the study was to find out how students react to video vlogs as an alternate form of instruction for enhancing speaking abilities.

There were some gaps between this research and the previous studies. First, the gap between this research with the study conducted by Saidalvi et al. (2021). Both studies were different in applying the methodology. This research conduct a qualitative study, whereas Saidalvi et al. (2021) conducted a descriptive quantitative. This study used interview, whether Saidalvi et al. (2021) applied a questionnaire with four section and 30 survey questions.

Second, the gap between this study with the study conducted by Mufidah and Muhammad (2023). Both studies were different from the type of research. This study only focused to narrative inquiry research and this was different with Mufidah and Muhammad (2023) that conducted a classroom action research.

Third, the gap between this research with the study from Ikhlasa and Suryadi (2022). Both studies were different in applying the research method. While Ikhlasa and Suryadi (2022) applied quantitative approach, this study only focus on qualitative method.

From the explanation above, the researcher found the gaps between this study and previous studies. Because of that the researcher assumed this can be a novelty and this the reason why the researcher needed to conduct this study.

## **B. Definition of Key Terms**

The researcher defined several key terms used in this study to prevent any misunderstandings. The definitions of these important terms are provided as follows:

### **1. Enhancing**

To enhance the Speaking is particularly crucial as it is a productive skill, involving the creation of verbal or nonverbal expressions to convey meaning through an interactive exchange of information (Andas, 2020). The researcher focuses on language development through English vlog videos, specifically examining the difference in students' speaking skills, including grammar, fluency, vocabulary, pronunciation, and intonation, and whether they feel these skills are being enhanced.

### **2. Speaking skill**

Speech serves as our means of communication and interaction with others. When an individual speaks, they can express their thoughts, intentions, and meanings. The act of speaking allows information to be conveyed, received, and absorbed by the listener (Herlisya & Wiratno, 2022). The study focuses on the enhancement of speaking skills among students, particularly those at UIN Antasari, who served as role models and participants.

### 3. Vlog content

Vlogging, a form of daily digital content, is popular among all age groups and helps students enhance their English-speaking skills by combining video and blog content. This study focuses on explores the use of technology in enhancing speaking skills, specifically English contents vlogs, through the YouTube application, highlighting the versatility of technology in today's developed era.

### 4. Experience

In this research, experience referred to the video in language learning offers three benefits: creating an enjoyable learning atmosphere, studying body language, and enhancing confidence. It creates a positive atmosphere, helps learners understand cultural nuances, and reinforces their learning through repetition, leading to deeper understanding and confidence in language acquisition (Syafei et al., 2023). The experience here focuses on specific features or characteristics of English vlog content, what are the most helpful in enhance speaking ability, and the researcher want to focus on what types of English vlogs that prefer watching for language learning purposes. Researchers want to focus on whether watching English vlogs can enhance intonation, fluency, vocabulary, or provide a new accent after watching the video.

## 5. Challenges

According to the researcher, there are situations in which students struggle to learn how to speak after watching a vlog. For example, they may need to watch the video multiple times in order to hear the presenter's pronunciation of the vocabulary. Students may also find it difficult to learn new vocabulary because they need to concentrate on listening and writing what they have just heard. It can be a challenge for them when enhancing speaking skill through watching English vlog content.

### **C. Research Questions**

Based on the background described above, the research questions for this study are formulated as follows:

1. What are students' experiences of watching English vlog content to enhance their speaking skill?
2. What are the students' challenges in enhance speaking skill with watching English vlog content video?

### **D. Objectives of Study**

In this study, the researcher has the following research objectives:

1. To explain what are students' experiences of watching English vlog content to enhance their speaking skill.
2. To find out what are the students' challenges in enhance speaking skill with watching English vlog content video.

## **E. Significance of Study**

This section be divided into Theoretical, and Practical significances. based on the research objectives, the researcher hopes this study provided valuable information and benefits for teachers, students, and other researchers exploring the impact of watching English content on enhancing speaking skills.

### 1. Theoretically

- a) The results of this research provided insights into how students' experiences with English vlog content impact the development of their speaking skills.
- b) The result of this study or expected to provide a valuable reference for upcoming researchers interested in investigating similar subjects, aiming to contribute pertinent information to future research endeavors.

### 2. Practically

- a) For students this research is anticipated to be advantageous as it illuminates the effectiveness of employing English vlog content to improve their speaking abilities.